



Asian Institute for Development Communication

PROFILE

Established in 1986 with initiative and financial support from Unesco, the Asian Institute for Development Communication (Aidcom) is an independent regional, non-profit media organisation accredited to the United Nations. Based in Kuala Lumpur, Malaysia, Aidcom carries out activities throughout the Asia Pacific region (including Malaysia and ASEAN Countries) and is mandated to promote the role of mass media and communication with a view to strengthening the development process in a civil society. Aidcom works closely in many countries in the Asia-Pacific with national, regional and international media organizations. The mandate of Aidcom includes sensitizing the media through conferences, seminars, forums, colloquiums, training workshops, and research in various aspects of development. Its mandate also covers development of communication management skills and integration of communication support into development projects. The formation and establishment of Aidcom was in response to the need to develop a communication support system for effective management of sectorial development programme.

STRENGTHS

- Organising conferences, seminars, trainings and workshops anywhere in the Asia Pacific region on a wide range of issues from the media through the environment, human rights, press freedom, gender, population and culture.
- Developing and implementing training packages with special reference to the media.
- Developing projects in relation to economic, health, cultural and social issues, reproductive health, and others.
- Undertaking communication research and monitoring.
- Liaising with national and international agencies and maintaining collaborative efforts in the field of development communication.

- Providing communication and advisory support services to NGOs as well as to policy-makers, government and international agencies.
- Maintaining continued collaboration with stakeholders in introducing communication strategies.

STAFF

Aidcom staff consists of consultants and specialists from various parts of Asia and the Pacific who possess expertise in the field of communication and development. Aidcom also has a group of internationally renowned resource persons on its roster who advise in all training and publications.

SOURCE OF FUNDING

Aidcom is a non-profit and non-governmental organization run by professionals and experts in the field of communication, journalism and development drawn from the Asia-Pacific region. Aidcom is financially supported by various international organizations and United Nations agencies. It does not receive any funds from Malaysian or any other national government. Occasionally, it raises a very modest fund through publications and specialized training courses for media.

BENEFICIARIES OF AIDCOM'S ACTIVITIES

Aidcom regularly undertakes activities which are designed to reach and sensitise people from all walks of societies, whenever or wherever such needs arise. The prime beneficiaries of Aidcom's multi-farious and multi-disciplinary activities are journalists, communicators, women, youth and children, media relations executives as well as media-related personnel and other non-governmental organizations.